



MIDDLEBERG COMMUNICATIONS EXPANDS ITS ENTERTAINMENT, CONSUMER TECH AND CPG CLIENT ROSTER WITH FOUR CONSUMER WINS

Celebrity Website Fantourage, Fasolino's Foods' Paul Sorvino Pasta Sauce, Kent International and TV Stars Bill And Giuliana Rancic Join Robust Consumer Division

New York, NY -- April 22, 2010 . Middleberg Communications announced today the addition of four new consumer clients to their Consumer Division roster, Fantourage, Paul Sorvino Pasta Sauce, Kent International and Bill and Giuliana Rancic.

As AOR of Fantorage, Middleberg will prepare the celebrity website's official media launch. Fantourage empowers its visitors to "fan" their favorite celebrity, rock band, movie or television show and rewards frequent users with top-notch prizes, such as film props and original signed scripts.

Fasolino's Foods, one of the world's largest food and beverage companies, has tapped Middleberg to promote its Paul Sorvino line of pasta sauces. Middleberg will additionally promote stage and screen star Sorvino (*Goodfellas, Law & Order, That Championship Season*) on broadcast and in print.

Kent International, one of the nation's largest independent manufacturers of bicycles and related accessories, has chosen Middleberg to promote two of its newest product lines: branded and licensed products from WeeRide and Razor.

Entrepreneur and Donald Trump's original "Apprentice," Bill Rancic, and his wife, E! News anchor and editorial director Giuliana Rancic, have hired Middleberg to handle all aspects of their brand. Projects include promotion for their Style Network reality show, *Giuliana and Bill*, as well as for their upcoming book from Ballantine, *I Do . . . Now What?: Stories and Advice from America's Favorite Couple*, due out this fall.

Middleberg Communications' Consumer Division, run by industry veteran Jim Dowd, continues to work with top brands such as Kodak, Right Guard, History Channel, Animal Planet, The Weather Channel, Meredith Corporation, and Illy Coffee, as well as burgeoning brands like leading residential solar company SunRun, Humco, Edivvy.com, and Clockwork Home Services.

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About Middleberg Communications

Middleberg Communications is a full-service, independently owned public relations agency with specialized expertise in the consumer, corporate and financial services, media, and technology markets. The agency focuses on delivering tangible results that help clients grow their businesses. Hallmarks of the firm are smart, creative strategic thinking; targeted media relations; and unbridled enthusiasm for clients' business goals, all supported by good old-fashioned hard work. For more information, visit <http://www.middlebergcommunications.com>.